CLAIMS

What is claimed is:

5   1.   A method for caller position adjustment within a calling
             queue comprising:

             detecting an advancement token earned by a caller at a
             calling queue; and

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             responsive to a redemption value of said advancement
             token, adjusting a position of said caller within said
             calling queue, such that said caller is allowed control over
             said position within said calling queue.

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     2.   The method for caller position adjustment within a
             calling queue according to claim 1, wherein detecting an
             advancement token further comprises:

20   detecting said advancement token earned by a caller by
             participating in at least one from among a competition, a
             survey, and a redemption of membership points.

     3.   The method for caller position adjustment within a
25   calling queue according to claim 1, wherein detecting an
             advancement token further comprises:

             detecting said advancement token from a token advancement
             system communicatively connected to said calling queue.

30   4.   The method for caller position adjustment within a
             calling queue according to claim 1, further comprising:

receiving a call from a telephone switching system, wherein said call is waiting until a representative is available;

5   adding said call to said calling queue, wherein said calling queue controls an order in which said call is transferred to said representative;

enabling said caller associated with said call to select

10   from a plurality of services available to said caller while waiting for said representative; and

connecting said call to a particular service selected by said caller from among said plurality of services.

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5.   The method for caller position adjustment within a calling queue according to claim 4, wherein enabling a caller further comprises:

20   enabling said caller to select from a plurality of position adjustment services available to said caller while waiting for said representative, wherein said caller is given an opportunity to earn a position adjustment during participation in said plurality of position adjustment

25   services.

6.   The method for caller position adjustment within a
calling queue according to claim 1, wherein adjusting said
position further comprises:

5   adjusting said position of a call within said calling
queue while said call is located at a token advancement
system.

7.   The method for caller position adjustment within a
10   calling queue according to claim 1, further comprising:

detecting when said caller is next in line to be answered
within said calling queue; and

15   transferring a next in line notification to said caller
at a token advancement system.

8.   The method for caller position adjustment within a
calling queue according to claim 1, further comprising:

20   returning an unused portion of said advancement token to
a promotion system for storage in association with said
caller.

25 9.   The method for caller position adjustment within a
calling queue according to claim 1, wherein adjusting said
position further comprises:

advancing said call a particular number of positions
30   within said calling queue.

10.   The method for caller position adjustment within a
calling queue according to claim 1, wherein adjusting said
position further comprises:

5   advancing said call a particular amount of wait time
within said calling queue.

11.   A system for caller position adjustment within a calling
queue comprising:

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       a calling queue for holding a call from a caller;

       means for detecting an advancement token at said calling
queue, wherein said advancement token is earned by said
15   caller; and

       means responsive to a redemption value of said
advancement token, for adjusting a position of said caller
within said calling queue.

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12.   The system for caller position adjustment within a
calling queue according to claim 11, wherein said means for
detecting an advancement token further comprises:

25   means for detecting said advancement token earned by a
caller by participating in at least one from among a
competition, a survey, and a redemption of membership
points.

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13.   The system for caller position adjustment within a
calling queue according to claim 11, wherein said means for
detecting an advancement token further comprises:

5   means for detecting said advancement token from a token
advancement system communicatively connected to said calling
queue.

14.   The system for caller position adjustment within a
10   calling queue according to claim 11, further comprising:

means for receiving a call from a telephone switching
system, wherein said call is waiting until a representative
is available;

15   means for adding said call to said calling queue, wherein
said calling queue controls an order in which said call is
transferred to said representative;

20   means for enabling said caller associated with said call
to select from a plurality of services available to said
caller while waiting for said representative; and

means for connecting said call to a particular service
25   selected by said caller from among said plurality of
services.

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15.   The system for caller position adjustment within a
       calling queue according to claim 14, wherein said means for
       enabling a caller further comprises:

5   means for enabling said caller to select from a plurality
       of position adjustment services available to said caller
       while waiting for said representative, wherein said caller
       is given an opportunity to earn a position adjustment during
       participation in said plurality of position adjustment
10   services.

16.   The system for caller position adjustment within a
       calling queue according to claim 11, wherein said means for
       adjusting said position further comprises:

15   means for adjusting said position of a call within said
       calling queue while said call is located at a token
       advancement system.

20   17.   The system for caller position adjustment within a
       calling queue according to claim 11, further comprising:

           means for detecting when said caller is next in line to
       be answered within said calling queue; and

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           means for transferring a next in line notification to
       said caller at a token advancement system.

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18.   The system for caller position adjustment within a
        calling queue according to claim 11, further comprising:

        means for returning an unused portion of said advancement
5   token to a promotion system for storage in association with
        said caller.

19.   The system for caller position adjustment within a
        calling queue according to claim 11, wherein said means for
10   adjusting said position further comprises:

        means for advancing said call a particular number of
        positions within said calling queue.

15 20. The system for caller position adjustment within a
        calling queue according to claim 11, wherein said means for
        adjusting said position further comprises:

        means for advancing said call a particular amount of wait
20   time within said calling queue.

21.   A computer program product for caller position adjustment
within a calling queue comprising:

a recording medium;

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means, recorded on said recording medium, for detecting
an advancement token at a calling queue, wherein said
advancement token is earned by said caller; and

10   means, recorded on said recording medium, for adjusting a
position of said caller within said calling queue according
to a redemption value of said advancement token.

22.   The computer program product for caller position
15   adjustment within a calling queue according to claim 21,
wherein said means for detecting an advancement token
further comprises:

means, recorded on said recording medium, for detecting
20   said advancement token earned by a caller by participating
in at least one from among a competition, a survey, and a
redemption of membership points.

23.   The computer program product for caller position
25   adjustment within a calling queue according to claim 21,
wherein said means for detecting an advancement token
further comprises:

means, recorded on said recording medium, for detecting
30   said advancement token from a token advancement system
communicatively connected to said calling queue.

24.   The computer program product for caller position
adjustment within a calling queue according to claim 21,

wherein said means for adjusting said position further
comprises:

means, recorded on said recording medium, for adjusting
said position of a call within said calling queue while said
call is located at a token advancement system.

25.   The computer program product for caller position
adjustment within a calling queue according to claim 21,
further comprising:

means, recorded on said recording medium, for detecting
when said caller is next in line to be answered within said
calling queue; and

means, recorded on said recording medium, for enabling
transfer of a next in line notification to said caller at a
token advancement system.

26.   The computer program product for caller position
adjustment within a calling queue according to claim 21,
further comprising:

means, recorded on said recording medium, for returning
an unused portion of said advancement token to a promotion
system for storage in association with said caller.

27.   The computer program product for caller position
adjustment within a calling queue according to claim 21,
wherein said means for adjusting said position further
comprises:

means, recorded on said recording medium, for advancing said call a particular number of positions within said calling queue.

5 28.   The computer program product for caller position adjustment within a calling queue according to claim 21, wherein said means for adjusting said position further comprises:

10   means, recorded on said recording medium, for advancing said call a particular amount of wait time within said calling queue.

29.   A method for earning an adjustment in a position within a
15   call hold queue, comprising:

receiving at least one call transferred from a call hold queue;

20   enabling a caller of said at least one call to participate in at least one position adjustment service; and

responsive to a result of said caller participation in said at least one position adjustment service, transferring
25   a token for directing adjustment of a position of said at least one call within said call hold queue.

30 30.   The method for earning an adjustment according to claim 29, wherein receiving at least one call further comprises:

receiving said at least one call transferred from said
call hold queue from among a plurality of independent call
hold queues each representative of one from among a
plurality of vendors.

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31.   The method for earning an adjustment according to claim
29, wherein enabling a caller further comprises:

enabling said caller to participate in a competition for
10   adjustment of a position within said call hold queue; and

monitoring said result of said competition, wherein said
result comprises whether said caller wins said competition.

15 32.   The method for earning an adjustment according to claim
31, wherein enabling said caller further comprises:

enabling said caller to participate in said competition,
wherein options for competitors of said competition comprise
20   at least one from among a general audience of callers, a
selected set of callers, a single other caller, and a
computer system.

33.   The method for earning an adjustment according to claim
25   31, wherein enabling said caller further comprises:

enabling said caller to participate in said competition,
wherein options for types of said competition comprise at
least one from among a trivia game, a card game, a random
30   luck game, logic game, and a word game.

34.   The method for earning an adjustment according to claim
29, wherein enabling a caller further comprises:

enabling said caller to participate in a survey for adjustment of a position within said call hold queue; and

5   monitoring said result of said survey, wherein said result comprises whether said caller completes said survey.

35.   The method for earning an adjustment according to claim

10   34, wherein enabling said caller further comprises:

transferring said call to a survey interaction system, wherein said call is answered by a survey representative at said survey interaction system.

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36.   The method for earning an adjustment according to claim 34, wherein enabling said caller further comprises:

transferring said survey to said caller via an output

20   interface accessible to said caller.

37.   The method for earning an adjustment according to claim 29, wherein enabling a caller further comprises:

enabling said caller to designate a portion of a

25   membership account value to be applied to an adjustment of said position of said call;

monitoring said result of said designation, wherein said result comprises an adjustment redemption for said portion of

30   said membership account value.

38.   The method for earning an adjustment according to claim 37, further comprising:

enabling said caller to add to said membership account value by participating in promotional activities at a time at least one from among before said call is placed and after

5   said call is placed.

39.   The method for earning an adjustment according to claim 29, wherein transferring a token further comprises:

10   transferring said token to said call hold queue while maintaining said call at a token advancement system.

40.   The method for earning an adjustment according to claim 29, further comprising:

15   receiving an indicator that said call is next to be answered; and

       alerting said caller of said indicator.

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41.   A system for earning an adjustment in a position within a call hold queue, comprising:

       a token advancement system for receiving a call
25   transferred from a call hold queue;

       means for enabling a caller of said at least one call to participate in at least one position adjustment service; and

30   means responsive to a result of said caller participation in said at least one position adjustment service, for transferring a token for directing adjustment of a position of said at least one call within said call hold queue.

42.   The system for earning an adjustment according to claim
       41, wherein said token advancement system receives said at
       least one call transferred from said call hold queue from
5   among a plurality of independent call hold queues each
       representative of one from among a plurality of vendors.

43.   The system for earning an adjustment according to claim
       41, wherein said means for enabling a caller further
10   comprises:

       means for enabling said caller to participate in a
       competition for adjustment of a position within said call
       hold queue; and

15   means for monitoring said result of said competition,
       wherein said result comprises whether said caller wins said
       competition.

20 44.   The system for earning an adjustment according to claim
       43, wherein said means for enabling said caller further
       comprises:

       means for enabling said caller to participate in said
25   competition, wherein options for competitors of said
       competition comprise at least one from among a general
       audience of callers, a selected set of callers, a single
       other caller, and a computer system.

30 45.   The system for earning an adjustment according to claim
       43, wherein said means for enabling said caller further
       comprises:

means for enabling said caller to participate in said
competition, wherein options for types of said competition
comprise at least one from among a trivia game, a card game,
a random luck game, logic game, and a word game.

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46.   The system for earning an adjustment according to claim
41, wherein said means for enabling a caller further
comprises:

10   means for enabling said caller to participate in a survey
for adjustment of a position within said call hold queue;
and

        means for monitoring said result of said survey, wherein
15   said result comprises whether said caller completes said
survey.

47.   The system for earning an adjustment according to claim
46, wherein said means for enabling said caller further
20   comprises:

        means for transferring said call to a survey interaction
system, wherein said call is answered by a survey
representative at said survey interaction system.

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48.   The system for earning an adjustment according to claim
46, wherein said means for enabling said caller further
comprises:

30   means for transferring said survey to said caller via an
output interface accessible to said caller.

49.   The system for earning an adjustment according to claim
       41, wherein said means for enabling a caller further
5   comprises:

          means for enabling said caller to designate a portion of
       a membership account value to be applied to an adjustment of
       said position of said call;
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          means for monitoring said result of said designation,
       wherein said result comprises an adjustment redemption for said
       portion of said membership account value.

15 50.   The system for earning an adjustment according to claim
       49, further comprising:

          means for enabling said caller to add to said membership
       account value by participating in promotional activities at
20   a time at least one from among before said call is placed
       and after said call is placed.

    51.   The system for earning an adjustment according to claim
       41, wherein said means for transferring a token further
25   comprises:

          means for transferring said token to said call hold queue
       while maintaining said call at a token advancement system.

30 52.   The system for earning an adjustment according to claim
       41, further comprising:

means for receiving an indicator that said call is next to be answered; and

means for alerting said caller of said indicator, wherein said caller is provided with an option to return to said call hold queue.

53.   A computer program product for earning an adjustment in a position within a call hold queue, said computer program product comprising:

a recording medium;

means, recorded on said recording medium, for receiving at least one call;

means, recorded on said recording medium, for enabling a caller of said at least one call to participate in at least one position adjustment service; and

means, recorded on said recording medium, for enabling transfer of a token reflective of said caller participation for directing adjustment of a position of said at least one call within a call hold queue.

54.   The computer program product for earning an adjustment according to claim 53, wherein said means for enabling a caller further comprises:

means, recorded on said recording medium, for enabling said caller to participate in a competition for adjustment of a position within said call hold queue; and

means, recorded on said recording medium, for monitoring said result of said competition, wherein said result comprises whether said caller wins said competition.

5 55.   The computer program product for earning an adjustment according to claim 53, wherein said means for enabling a caller further comprises:

means, recorded on said recording medium, for enabling 10 said caller to participate in a survey for adjustment of a position within said call hold queue; and

means, recorded on said recording medium, for monitoring said result of said survey, wherein said result comprises 15 whether said caller completes said survey.

56.   The computer program product for earning an adjustment according to claim 53, wherein said means for enabling a caller further comprises:

20 means, recorded on said recording medium, for enabling said caller to designate a portion of a membership account value to be applied to an adjustment of said position of said call;

25 means, recorded on said recording medium, for monitoring said result of said designation, wherein said result comprises an adjustment redemption for said portion of said membership account value.

30 57.   The computer program product for earning an adjustment according to claim 53, wherein said means for enabling transfer of a token further comprises:

means, recorded on said recording medium, for enabling

transfer of said token to said call hold queue while

maintaining said call at a token advancement system.

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